AIRUM 2018 Scheduled Presentations & Panels

At the Intersection of Data Policy and IR
AIR Data Policy Advisory Group invited panel:
Rachel Boon, Iowa Board of Regents; Tasha Dannenbring, South Dakota Board of Regents; Laura Fingerson, Capella University; & Bethany Miller, Cornell College

Institutional researchers are regularly asked to provide data and analysis that supports policy-making and policy evaluation. Increasingly, they are asked to be at the leadership table where questions of policy advocacy take place. In recognition of an IR professional's role at this intersection, AIR recently named its first Data Policy Advisory Group. Members of this panel will share updates on the work of that group. The panel will also share perspectives on their own professional experiences at the intersection of data policy and IR and engage with attendees on the challenges and opportunities this presents to the profession.

An Open Institutional Research and Effectiveness Conversation for Small Private Liberal Arts Colleges.
Robert (Bob) Wilkinson, Wartburg College

This is the start of a broader conversation for the IR/IE professionals from the smaller private liberal arts institutions in the upper Midwest. Bring your issues, concerns, strengths and ideas to a safe and comfortable setting. The is a perfect opportunity for the smaller private liberal arts colleges to engage each other and help us all be more successful back on our campuses.

Benchmarking Educational Support Services
Francis Oakgrove & Meridith Wentz, University of Wisconsin-Stout

As assessment and evaluation moves beyond the classrooms, colleges must determine how to measure their student support and administrative units. Accreditors require reviews of these units; moreover, reviews provide valuable data for campus-wide decision making.   We will demonstrate how the addition of benchmarking data enhances this process by introducing a new project for benchmarking educational support units.

Building Momentum: Turning Interesting Questions into Actionable Data
Nichole Petersen, Century College & John Asmussen, Asmussen Research

There is an abundance of interesting questions lobbed at IR but the questions are not always framed with a plan for "what's next." This presentation describes how a question on student success turned both into an opportunity to reframe the project from interesting to actionable and as an opportunity to build momentum on campus for using data in planning.

Compliance in IR: Results of a Survey
Sally Gerlach, Hamline University

Institutional Researchers have experienced an increase in the number of compliance-related reports, surveys, and data uploads that they have been required to complete. This presentation is to share results from a survey sent to AIRUM members on what compliance reporting they are doing, how it is

completed in their office, and what involvement institutional researchers would like from the professional associations.

Cross-validation of LinkedIn and Graduate Surveys as Sources of Graduate Placement Information
Viktor Brenner, Waukesha County Technical College & Racquel Pickett, Metropolitan State University

A direct comparison was made between graduate placement as reported on an annual survey with data found in LinkedIn. A high degree of agreement could be achieved but only within a specific set of parameters. Guidelines on how LinkedIn can be used for reliably locating graduates will be shared.

Data Blitz: Leveraging IR to Enhance Stakeholder Understanding of Student Outcomes
Ellie Shockley, Jennifer Weber & Gregory Carlson, North Dakota University System

A data blitz is a series of bite-sized research presentations. Speakers will discuss leveraging data to enhance stakeholder understanding within institutional, system, and state agency contexts. Shockley will describe statistical approaches to predicting student outcomes. Weber will present how technology has changed ND University System enrollment reporting. Carlson will discuss the creation of an interactive K-12 dashboard through multi-agency collaboration.

Developing a Model and Data Driven Process for Determining Faculty Staffing Levels by Academic Department
Jennie Robinson Kloos & Jeff Johnson, St. Catherine University

St. Catherine University's Program Prioritization Committee, composed of faculty and staff, provides analytics and a process for comparing cost and revenue by academic program. Recently, we created a model to designate Faculty Staffing levels and course releases by academic department.   Backed by the cabinet and faculty senate, the model was used to apply a data-driven approach and consistency in reducing staffing costs by several million dollars. The committee's data modeling has become an integral part of the university's planning process and resource allocation. We will share the details of these financial models and our efforts to establish them as key institutional effectiveness tools in the university's decision-making structure.

Do You Know Where Your Students Are? Use StudentTracker to Determine Enrollment and Degree Data!
Mike Wallinga, Northwestern College, & Nancy Penna, National Student Clearinghouse

The National Student Clearinghouse's StudentTracker service provides researchers with tools for gathering enrollment and degree data. In this session, you will learn how to use StudentTracker to discover attendance patterns of non-enrolling students, transfers, and alumni. Case studies will combine StudentTracker results with institutional data to gain additional insight. You will also learn about StudentTracker Premium and have the opportunity to share your own experiences, tips and tricks.

Enhancing Strategic Planning with Crowdsourced Insights via Thought Exchange
Andrew Baldwin, Chippewa Valley Technical College, Neil Schuler & Dru Chapple, Thought Exchange

Chippewa Valley Technical College recently partnered with Thought Exchange to engage campus stakeholders in strategic planning efforts. Hear how the tool increased the number of perspectives

brought into the process and enabled campus constituents to reach consensus on actionable paths forward.

Equity, Diversity, and Inclusion, Oh My! Engaging and Delivering Equity-related IR/IE Needs at Your Institution.
Priyank Shah, PhD, Rochester Community and Technical College

Equity, diversity, and inclusion are increasingly becoming part of the conversations and work taking place at many IR/IE offices. Challenging questions and concerns about how to best pursue equity related research are arising. This presentation will discuss the importance and relevance of equity in IR work and share practical approaches and examples for implementing equity related research. We will discuss leveraging data to inform strategic initiatives and consider key challenges in implementing equity research at your institutions.

"Excelerating" Your Data: Excel Tips and Tricks for Beginners
Michelle Sturm & Grace Engen, University of Wisconsin - La Crosse

Join us for this practical, hands-on, tutorial to maximize efficiency using Excel. We will demonstrate some foundational formulas and tools in Excel, including: Vlookup, Concatenate, Pivot Tables, and many more. This session will provide those new to IR, the skills needed to work with data sets in Excel. Bring your laptops and your questions!

Gathering Alumni Outcomes Through Partnerships
Karine Korman, Capella University

Student outcomes are often collected through surveys, which can be limiting in terms of response rate and data. To augment, Capella University partnered with Gallup to collect additional outcomes on it's graduates. Participants will learn about these partnerships and how additional data helps Capella develop a fuller picture of their alumni outcomes.

Homesickness as a Possible Factor in One-year Retention Rates: A Logistic Regression Approach
Jaysri Butler, University of South Dakota

The purpose of this proposed study is to use univariate and multivariate logistic regression models to predict whether a student will return for the following school year (one-year retention). If a student can be identified as high risk (low probability of retention), this allows the university to aggressively intervene and follow-up with the student in a timely fashion and can improve his/her chances of returning for a second year. The primary characteristic that will be examined is distance from home, serving as a proxy for homesickness, along with other demographic variables.

How IR Can Holistically Assess Program Demand: An Insider's and Outsider's Perspective
Christopher Feit, Loras College & Grant De Roo, Stamats Inc.

What are the types, ways, and sources of data to effectively document program demand? These questions are at the heart of effective recruitment, marketing, and resource allocation, i.e. institutional effectiveness. Two experienced professionals (one in IR and one in market research) will discuss how to prioritize these data, determine which data to include, and how to integrate these datasets for intuitive understanding and effective decision-making regarding academic program demand.

IE/IR Collaborations to Improve Campus Program Assessment
Susan Greene, University of Wisconsin-Stout

Does your campus need to assess more programs using fewer resources? Learn how IE/IR office utilized their KSAs to provide collaborative assistance developing and implementing an efficient and effective process to gather stakeholder feedback for annual program review. Discussion of process improvement strategy, pinch points and collaborative solutions used to solve. Takeaway at least one idea to collaboratively use your IE/IR skills to enhance assessment.

Increasing Response Rates in a Survey Saturated World
Michael Mataczynski & Crystal Perez, Anoka-Ramsey Community College

The Minnesota Graduate Follow-up process measures employment/continuing education outcomes of recent graduates. The process mandates an 85% response rate. Office of Institutional Effectiveness staff at Anoka-Ramsey Community College are developing a systematic approach to maximize response rates and collect meaningful voluntary data by tactically leveraging email, phone, and incentives while simultaneously minimizing survey fatigue.

Integrating and Reporting on Competency-based Education Programs: Strategies Used and Lessons Learned
Daniel Regnier, Shari Jorissen, Sun No, & Laura Ribich, Walden University

As higher education institutions continue to maximize student learning, increased focus has been placed on competency-based education in recent years. During this session, presenters will share their experiences after competency-based education programs were implemented in their university. Presenters will discuss the impacts to data integration, assessment and regulatory reporting, and the academic program review process.

Integrating Publicly Available High School Graduate Data with Student Enrollment Data to Create an Admissions Recruitment Tool
Nicole Kraft, University of Wisconsin-Eau Claire

This session will describe the methods and results of combining public high school data from the Wisconsin Department of Public Instruction and Minnesota Department of Education with incoming new freshmen cohorts at UW-Eau Claire to create an interactive dashboard for the admissions office as a recruiting tool.

Leveraging an Engaging Data Triangulation Process to Refresh Strategic Plans - Experience 2025
Tracy Dryden, Western Technical College

New leadership presents an opportunity to implement transformational change and refresh strategic plans. These processes can be daunting without the capacity and culture to engage employees at all levels in data analysis and data-powered decision-making. Learn how Western implemented a strategy to create an agile, iterative, and measurable strategic plan powered by data and grounded in student success.

Modeling Occupational Pathways of Liberal Arts Graduates

Meredith Fergus, Minnesota Office of Higher Education & Ron Huesman Jr., University of Minnesota

Workforce alignment studies have been limited to students preparing for technical occupations. Minnesota does not collect occupation of workers so no method of estimating flow from liberal arts programs has been available. This presentation will demo Minnesota's new supply/demand tool which allows users to quantify flow of graduates from these programs to occupations as compared to demand for workers.

Postsecondary Outcomes Research in Action: Current Realities, New Opportunities
Lesley Lydell & Olena Horner, University of Minnesota--Twin Cities

Understanding what happens to graduates of postsecondary institutions is a pressing and often challenging task facing IR/IE offices. This presentation explores these pressures and related policy questions through an ongoing research project utilizing multiple data sources to identify students' outcomes post-graduation. In addition to discussing early findings, this session highlights emerging tools and data sources to help institutions better understand outcomes for their graduates.

Practical Approaches to a Sea of Data
Ellenor Anderbyrne, Beloit College & Bethany Miller, Cornell College

Many colleges collect more data than the institutional research office knows what to do with: student survey data, institutional data, consortial data, and more. In this "lightning" presentation, Miller and Anderbyrne will share multiple discrete examples of data sharing on their campuses. Examples will include both specific pieces of work and also useful types of events for sharing data. Attendees will leave with specific ideas for visualizing, presenting, and sharing data that most institutions have.

Program Prioritization at the University of Wisconsin-River Falls: Concept, Implementation, Challenges, Opportunities, and Potential Outcomes
Wes Chapin & Stacy Karl, University of Wisconsin-River Falls

UWR's academic program prioritization and review processes involve assessing their intellectual, enrollment, and financial strengths. This presentation traces the demands for program prioritization, discusses the efforts necessary to define the processes, and examines both the political and data challenges involved in operationalizing the components. It also identifies the opportunities presented by the exercise and the potential outcomes for academic programs.

Sense of Belonging and Student Retention: Lessons Learned Since Fall 2017
David Robinson, Melissa Hanzsek-Brill & Glenn Davis, St. Cloud State University

Building on the work that was presented at AIRUM in 2017, we describe the progress made in capturing the sense of belonging of incoming St. Cloud State University students and relating these measures to student retention. Results from Year 1 of our new SCSU Connections Survey will be presented, along with the new challenges ahead for Year 2.

Students Before and After Enrollment: Leveraging Longitudinal Data to Create Dynamic Reporting in Support of Postsecondary Enrollment Management and Program Review
Erin Osborn, Century College & Meredith Fergus, MN Office of Higher Education

This presentation will highlight the use of the Statewide Longitudinal Education Data System (SLEDS) to create two interactive Power BI dashboards that allow users to quickly and easily investigate two areas: alumni employment outcomes/wages and enrollment trends for institutional feeder high schools. The presentation will include suggestions for incorporation of these dashboards into institutional planning and practice.

Supporting the Academic Program Review Process with Automated Reporting: Enabling Faster Data-Informed Decision Making at Metropolitan State University
Cynthia DeVore, Metropolitan State University, & Paul Kirsch, Rapid Insight

See how a school implemented a reporting system to better inform staff preparing for Academic Program Reviews. Utilizing Veera Construct from Rapid Insight, Metro State's IR Department automated the reporting process to provide data annually in an easy to use format. With the new process, users of any technical level had key program metrics they needed in a timely manner.

The AIR Aspirational Statements in Practice
Meridith Wentz, University of Wisconsin-Stout; Andy Nelson, University of Wisconsin-Eau Claire & Natalie Solverson, University of Wisconsin-La Crosse

Three campuses will review the AIR Aspirational Statements and share their experiences with implementing them, including best practices and challenges. We will address how to operate within diverse organizational structures, various levels of IR centralization, and how different decision-making processes and institutional areas of focus influence how they've "aspired" to the aspirational statements.

The Progression of the Survey of Online Student Engagement (SOSE): Pilot Results, Challenges, and Feedback from the Field.
Jeff Crumpley, Center for Community College Student Engagement

For many years, one of the top requests received by the Center for Community College Student Engagement has been the request to survey online students who cannot respond to the in-class surveys (CCSSE and SENSE). The piloting of this work (SOSE) will be discussed along with a description of challenges faced across the country in attempting to collect systematic data from online students on a national basis. Time will be allotted for discussion of initial results and biases, suggestions for improvement, and problem solving to help the center collect this critical data for colleges.

Towards a Reproducible Programmatic Technique for Accessing IPEDS Data
Mike Wallinga, Northwestern College

The IPEDS Data Center provides multiple methods for accessing its publicly available higher education data, but most of them require point-and-click interaction and become cumbersome when researching several schools or variables. This session will review the methods available on the IPEDS web site, demonstrate current third-party options, and explore potential programmatic techniques using SQL and R.

Tracking Alumni Employment Patterns: Taking on a Challenging Task
Patrick Barlow, UW-La Crosse

Increased calls for accountability are focusing on the employment outcomes of college alumni as a proxy for institutional quality. Recent guidelines offered by the National Association of Colleges and Employers (NACE) have been developed to streamline data collection and reporting of these outcomes. While career services offices have been lead on this work, IR staff are being brought into this domain to collaborate or take on this data collection. This session will review how one IR office now tasked with the First Destination Survey has adapted to that effort including a recent addition of using the online career portal "Handshake" as the data collection tool.

Using Graduate Outcomes and Survey Data to Inform Decision Making and Continuous Improvement
Jennifer Pearson Hennen, Anoka-Ramsey Community College & Anoka Technical College

Many colleges administer surveys of graduates to track student success once they have left the institution as well as analyze available data about student outcomes from other sources. This presentation will discuss ways that a community college and technical college in the Minnesota State system have used graduate data to inform program development, program review, and other continuous improvement initiatives.

Using Microsoft's Office 365 Citizen Developer Tools to Build a New Student Alert Process
Timothy Anderson, South Central College

This presentation will describe the process of building a new student alert procedure with Microsoft's Office 365 Citizen Developer tools. The presenter will also demonstrate how, through process building, a research office can obtain access and control of data previously stored throughout the college.

Which Students Choose UMC? Building a Better Predictive Model
Katlyn Tamaalii, University of Minnesota - Crookston

UMC Institutional Effectiveness is in the process of developing a better model for predicting incoming class sizes. Using logistic regression modeling, we have learned those factors that indicate a likelihood for admitted students to enroll. This model will improve UMC's ability to forecast enrollment and strategically utilize financial aid dollars.

Zoho Reports: An Alternative Visualization Tool for Peer Benchmarking Dashboards
Polly Fassinger, Toshini Sharma & Adam Johnson, Macalester College

Macalester's Peer College Data Book (PCDB) is a campus resource created to help community members contextualize campus trends in relation to our 40 peer colleges. We adopted Zoho Reports as a low-cost but high-quality web-embedded and interactive visualization tool to make the PCDB more engaging and accessible. We will discuss the goals of our PCDB, how those goals were enhanced by Zoho, and our experience with Zoho from adoption to deployment.